

Communication tools for brand promotion in the online environment

Matskiv V^{1*}, Riashchenko V¹, Kuznetsova N²

¹ISMA University of Applied Sciences, Lomonosova Street, 1, Riga, Latvia

²Cherkasy State Business College, Economics, Entrepreneurship and Marketing Department, V. Chernovola Str., 243, Cherkasy, Ukraine

*Corresponding author's e-mail: vitaliy.matskiv@gmail.com

Abstract

The article considers tools and channels of digital communication for companies to promote brands, as well as the features of the formation of their communication strategy in the digital space.

Keywords: digital communications, brands, tools, promotion

1 Introduction

Digitalization of social environment and business processes, changes in consumer's media space motivate the companies selling brands to develop a new understanding of the effectiveness of marketing communication strategy in the digital space, as well as choose effective tools and channels for promoting brands that meet the challenges of the times. Therefore, analyzing the effectiveness of marketing communications, they should not be considered as separate elements, but as a system for promoting a branded product or company, the main purpose of which is to inform, convince, remind consumers of the brand, support its marketing, create company's positive image and build customer loyalty.

2 Main part

The era of digital technology is changing the existing world, society and people. The Internet provides with unique and limitless opportunities for communication, exchange and acquisition of new information. At the same time, it also changes forms of interaction, behavior, and the established traditions of organizing life, work, and education. The Internet has created a technological basis for communications, transforming them into digital communications, which have a huge impact on the business space: the ways business is organized and conducted, marketing strategies of companies, economic aspect of business, relationships and forms of communication with customers, the speed of changing their preferences.

It is important to understand that in the digital age customer problems and their solutions become a source of company profit. The value of customer experience is growing, which becomes an acquired value for companies in the segment of intercompany relations (B2B). Work with a customer is individualized, involvement in his tasks and empathy are practiced [1, p. 39].

All this requires companies, especially those selling brands, to be better aware of their communication policy, new approaches to strategic communications planning, the choice of effective channels and digital communication tools with customers.

It is especially important for companies selling brands to communicate with customers, create favorable and simple

conditions for quick search for brand information in online environment, and use convenient methods to find a product of interest to customers. It is essential to take into account the peculiarity of the wishes and requirements of modern customers, i.e. spend less time searching for the information they need about the product. This means that in the process of developing a marketing policy for digital marketing communications, it is necessary to consider all possible methods of information search: search engines, brand sites, mobile applications, video brand advertising, and brand building in social networks [2].

Therefore, in the framework of strategic communications planning for companies selling brands, the algorithm for selecting channels and digital communications tools should be as follows [3]:

1. Setting goals and objectives achieved by digital communications and corresponding to client's goals and objectives at the level of marketing and business (Is it an image-building company or is it aimed at stimulating sales tactically? Is a new brand introduced on the market or is brand loyalty maintained to the existing ones?);
2. Integration of digital communications with the general brand strategy, with other communication channels (both online and offline);
3. Analysis of the brand's target digital audience in the digital space (its interests, online behavior) in order to determine the tools and the communication channels that are relevant for achieving client's goals and objectives;
4. Social listening – monitoring and analysis of the presence of the brand and its competitors in all digital channels, which will make it possible to determine the specifics of the brand's presence in the digital space in relation to competitors, understanding the features and scope of their digital communications;
5. Qualitative data collection and analysis of previous brand communications (media indicators, brand resource statistics (sites, communities, applications), experience in their application, which will help to determine effective (or ineffective) channels and tools for every particular situation;
6. Analysis of the uniqueness and potential of brand messages to customers in digital communications,

which will provide an opportunity to determine the effectiveness of individual tools and communication channels when working with clients.

In practice, companies selling brands are recommended to use a matrix developed by specialists of Articul Media when forming a communication strategy, as well as choosing tools and digital communication channels [3] (Table 1).

TABLE 1 Matrix of choosing tools and digital communications channels for brand promotion

| Tools | Brand knowledge | Engagement | Sales growth | Loyalty formation |
|-------------------------------|-----------------|------------|--------------|-------------------|
| Brand website | * | *** | ** | *** |
| Direct advertising | *** | ** | *** | * |
| Sponsorship / Special Project | ** | *** | * | *** |
| Video advertisement | *** | ** | ** | ** |
| SEO / SEM | ** | * | *** | * |
| SMM | ** | *** | * | *** |
| Games, applications | ** | *** | * | ** |
| PR | ** | * | * | *** |
| Newsletters (e-mail, sms) | * | ** | ** | ** |
| Viral advertising | ** | ** | * | *** |
| Mobile applications | * | *** | * | *** |

*** - most relevant; ** - quite relevant; * - least relevant.

Source: [3].

References

- [1] Safronchuk M V 2018 Vliyanie cifrovoj transformacii na biznes i delovuju sredu *Cifrovajaj ekonomika* 2(3) 38-44 (In Russian)
- [2] Zezjuln V I, Arstanova D S 2019 Digital-transformacija: prodvizhenie kompanij v internet-srede i razvitie omnikanal'nogo marketinga

Companies need to understand the importance of Internet promotion tools that can create omni-channel experience for the buyer, as a single system linking various communication channels with the client, which will ensure the speed of the buying decision and success of the company's market activity in the long term.

3 Conclusions

The digital economy has a huge impact on both human life and the development of modern business. Information and computer technologies, involving people in the Internet space on a large scale, are in fact an important source of information for companies about their preferences and expectations. Therefore, it is important for business to be constantly present in a digital environment, where the use of artificial intelligence to search and process information helps companies conduct in-depth work with customers, individualizing their marketing communications. The use of digital technologies in business contributes to the formation of network platforms as new business models in the Internet space that are successfully combined with the marketing strategies of companies with a high degree of customer focus.

- Molodoj uchenyj* 108-10 **E-source:**
<https://moluch.ru/archive/244/56440/>.
- [3] *Vybor kanalov i instrumentov pri sozdanii digital strategii* **E-source:**
<https://adindex.ru/publication/tools/2013/02/6/96637.phtml>